



## Instructional Video Design Worksheet

One worksheet per video. If creating a micro-video series, use one worksheet for each video in the series.

**Title of Video and Topic:**

\_\_\_ Micro-video Series \_\_\_ Tutorial \_\_\_ Training \_\_\_ Screencast \_\_\_ x\_ Presentation/Lecture

**Grade or Target Age Group Level:** Our community

**Video Duration** (*Maximum 5 minutes, if creating a micro-video series, series must not exceed 5 minutes*):

**FCCLA Integration** (*National Programs, Competitive Events, Meetings/Events, if applicable*):

This event is part of the STAR competitive events. It is also something that is apart of every meeting for an FCCLA Chapter.

**Video Learning Objective(s):**

The viewer will learn how to promote FCCLA within the community.

The viewer will learn how to identify strategies about promoting FCCLA.

The viewer will learn how to encourage our community to be involved in FCCLA.

**National Family and Consumer Sciences Standards (or others as appropriate):**

Standard 1.1 Analyze strategies to manage multiple roles and responsibilities (individuals, family, career, community, and global)

Standard 1.3 Evaluate the reciprocal effects of individual and family participation in community and civic activities.

**Career Readiness Practices (Select all that apply):**

- Act as a responsible and contributing citizen and employee
- Apply appropriate academic and technical skills
- Attend to personal health and financial well-being
- Communicate clearly and effectively and with reason
- Consider the environmental, social and economic impacts of decisions
- Demonstrate creativity and innovation
- Employ valid and reliable research strategies

- Utilize critical thinking to make sense of problems and persevere in solving them
- Model integrity, ethical leadership and effective management
- Plan education and career paths aligned to personal goals
- Use technology to enhance productivity
- Work productively in teams while using cultural global competence

**Materials Needed to Create Video:**

Computer  
 Flyers  
 Google Sites website  
 Internet

## **Instructional Strategies:**

“History.” *FCCLA*, [fcclainc.org/about/history](http://fcclainc.org/about/history). Accessed 31 Jan. 2024.

### **Key Topic/Step 1: Introduction/What is FCCLA**

**Timeframe:**

**Storyboard/Scripting (media/images/notes):**

**Introduction:** Hi, my name is Alee Luna and I am from the Boone Central FCCLA chapter. My video will be about Promoting FCCLA to our community.

#### **What is FCCLA?**

FCCLA stands for Family, Career and Community Leaders of America. There are around 220,000 members within 7,000 chapters. This organization gives out help to students who don't know what career they want to pursue. There are many benefits in being in such an amazing organization. FCCLA can give you many new opportunities such as competing in STAR events, working with youths and adults from across the country, attending districts, state and nationals. There are many grants and scholarships you can apply for after your years are done in FCCLA. In FCCLA you will create multiple friendships, many projects, and strengthen your skills. Skills that can be learned throughout this awesome organization can be responsibility, leadership skills, building relationships within your friends, family and teachers, analyzing and solving problems, interpersonal skills, and changing our community in the most positive ways. For you to become part of this amazing organization you'll have to be in at least one FACS class!

### **Key Topic/Step 2: How to promote FCCLA**

**Timeframe:**

**Storyboard/Scripting: (media/images/notes):**

The main purpose of this video is to spread awareness of FCCLA and what we can do! There are a variety of people in and outside of my community who still ask who we are and what we do. There are many opportunities to show our community what FCCLA is about. Community service projects can be a great way to show our community the leadership and relationship skills that FCCLA embodies. Community Service ideas for our chapters can be picking up trash, volunteering at animal shelters, nursing homes, helping our town with fair or simply helping out one's neighbor. Being able to volunteer for community service will help promote FCCLA. Another way that a chapter can promote and publicize FCCLA is by hosting an event such as a charity, fundraiser, or an activity. Examples of these would be donating to people in need or animal shelters, making baskets for our nursing homes, doing projects with our underclassmen. Being able to post showcases, what we do, and our competition through our social media feeds will give people a background idea of what we do on our own time.

### **Key Topic/Step 3: knowing the History of FCCLA**

**Timeframe:**

**Storyboard/Scripting (media/images/notes):**

FCCLA was founded in 1945 but was named Future Homemakers of America at the time. Throughout the years, FCCLA has opened up to more opportunities than what they started with. These include projects and empowering our students to become leaders within their families, careers, and communities. FCCLA has grown in focusing on personal growth and leadership development. FCCLA was first known as FHA and FHA-HERO. At the start of FCCLA there were about 1,500 chapters. Now there are over 7,000 chapters in FCCLA which is amazing.

Summary/Ending (summary of key learning, next steps for viewer, and call to action for viewer):  
FCCLA can bring our families and community closer. They step away from negativity and strengthen relationships. Throughout FCCLA you can learn to enhance many abilities and help your community. Hopefully, this presentation will tell you about FCCLA and what we do!

**Application or Assessment of Learning:**

Our community and people will learn about FCCLA. Other chapters will be able to utilize this presentation to help them promote and publicize their FCCLA chapter.

**Source** (If Applicable: cite any published or copyrighted materials used in this video):

**Additional Notes:**